



**Department
of Health**

Creating Breastfeeding Friendly Communities (CBFC) Program (2017-2023)



YEAR 6 Evaluation Update

(2017- 2023)

July 2023

Inclusive Language Statement

DOH seeks to use inclusive language to recognize diversity in gender and gender identity and support diversity and inclusion in infant human milk feeding.

Throughout the Creating Breastfeeding Friendly Communities project, breastfeeding was the term most often used to describe infant human milk feeding. The language in this report reflects the language used during the project.

Program Logic Model

Health Care Practices

Child Care Settings

Worksites

Baby Cafes

Coalitions

Activities/Milestones

- Recruit sites, identify stakeholders & champions
- Assess current policies & practices
- Provide training, technical assistance and resources
- Assist with policy development
- Assist with submitting materials for Designation/Licensure

Short-Term Outcomes

- Improvements in site-specific policies, systems and environments that are supportive of breastfeeding mothers, infants and families

Intermediate & Long-Term Outcomes

- ↑ breastfeeding initiation, exclusivity and duration
- Improved maternal & child health for breastfeeding mothers and their infants/children
- ↓ obesity rates



Creating
Breastfeeding Friendly
Communities

Methodology- Catalyst

Custom Fields

The

Report By
 Month Quarter Year (Mid-Year/End-Of-Year)

Reporting Period
Year Quarter

Progress

Attachments

Status ⓘ

Q1= February, March, April----Q2= May, June, July----Q3= August, September, October----Q4= November, December, January

Health Care Practices - PROGRESS THIS QUARTER

CBFC Site/Location ⓘ

Health Care Practices - Activities & Milestones

- Recruited Site, Identified Stakeholders & Champions
- Assessed Current Policies & Practices - PRE
- Provided Training or Technical Assistance/Resources
- Developed a Policy
- Assessed Current Policies & Practices - POST
- Applied for Designation
- Earned Breastfeeding Friendly Designation

Save Cancel

Add Progress

Page size 10 87 items in 9 pages

Summation totals for all progress

Program Logic Model

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Creating
Breastfeeding Friendly
Communities

Assessment Tools

Practices

New York State Breastfeeding Friendly Practice Designation Assessment Survey
January 21, 2016

NEW YORK STATE DEPARTMENT OF HEALTH
Division of Chronic Disease Prevention

Document type: Pre-assessment Post-assessment Date: _____

Practice Name: _____

Practice Mailing Address: _____

Practice Phone #: _____

Practice Type: OB/GYN Pediatric Family Federally Qualified Health Center (FQHC)
 Other: _____

Approximate percentage of patient population eligible for Medicaid:
 0-24% 25%-49% 50%-74% 75%

Does your practice collect breastfeeding data? Yes No

If Yes, does someone in your practice review the data and share with practice staff periodically to monitor changes over time?
 Yes No

Name and title of person completing assessment:
Name: _____
Title: _____

E-mail address: _____

DOH 5027 (03/16) Page 1 of 4

Worksites

Creating Breastfeeding Friendly Communities - Worksite Assessment Tool

Assessment Information

1. Site name: _____ 2. Site ID: _____
3. Employees: < 50 50-99 100-249 250-749 ≥ 750
4. Percentage Hourly: _____
5. Timeframe: PRE POST 6. Date of assessment: _____

During the past 12 months, did your worksite*:

	Yes	No
7. Have a written policy on breastfeeding for employees? <i>Answer 'yes' if the policy is included as a component of other employee policies or is a separate policy related to breastfeeding.</i>		
8. Provide a private space (other than a restroom) that may be used by an employee to express breast milk?		
9. Provide access to a breast pump at the worksite?		
10. Provide flexible paid or unpaid break times to allow mothers to pump breast milk?		
11. Provide free or subsidized breastfeeding support groups or educational classes? <i>Answer 'yes' if these sessions address breastfeeding as a single health topic or if breastfeeding is included with other health topics. These sessions can be provided in-person or online, onsite or offsite, in group or individual settings; through vendors, on-site staff, health insurance plans/programs, community groups, or other practitioners.</i>		
12. Offer paid maternity leave, separate from any accrued sick leave, annual leave, or vacation time?		

Policy

	Yes	No
13. Does your worksite's written policy address all of the following components? a) Reasonable break time for employees to express breastmilk or breastfeed as needed b) Provision of a place to breastfeed or express breast milk (that is not a restroom) c) Education of staff regarding the policy and of supervisors regarding the basics of workplace support for breastfeeding employees d) Support for breastfeeding employees for up to three years following the birth of a child e) Employees cannot be discriminated against for choosing to express breast milk while at work		
14. When employees request maternity leave, are they given information about the worksite's breastfeeding policy and accommodations for breastfeeding?		

Practices

	Yes	No
15. Are all of the of the following amenities available in the private space set aside for expressing breast milk? a) An electrical outlet b) Comfortable seating c) Sink with running water (in the room or nearby) d) In an accessible location, in close proximity to the employees' workstations		
16. Do employees that are breastfeeding have access to a refrigerator to store expressed breast milk?		
17. Are employees made aware of the worksite's breastfeeding policy, federal and state labor laws?		
18. Do supervisors receive training on how to support employees who are breastfeeding?		
19. Does the worksite maintain a list of local breastfeeding resources (local La Leche League, lactation consultants, breastfeeding coalition, support groups) for employees seeking breastfeeding support?		
20. Do employees that are breastfeeding have opportunities to receive breastfeeding support and encouragement at the worksite?		

* Questions 7-12 were selected from the Centers for Disease Control and Prevention's Worksite Health ScoreCard, Lactation Support module

NYS DOH Worksite Assessment (3.1.2017)

Childcare

Creating Breastfeeding Friendly Communities - Child Care Assessment Tool

Assessment Information

1. Site name: _____	2. Site ID: _____
3. Site type: <input type="checkbox"/> Center <input type="checkbox"/> Home	4. CHCFP participant: <input type="checkbox"/> Yes <input type="checkbox"/> No
5. Timeframe: <input type="checkbox"/> PRE <input type="checkbox"/> POST	6. Date of assessment: _____

Environment

	Yes	No
7. Does your site make a comfortable space available for mothers to breastfeed or express breast milk before or after work?		
8. Are all of the following amenities available in the comfortable space? a) Privacy (other than a restroom) b) An electrical outlet c) Sink with running water (in the room or nearby)		
9. Is refrigerator and freezer space available to store expressed breast milk?		
10. Does your site display a sign/poster at the entrance or waiting room to let families know that breastfeeding is welcome and supported?		

Staff Training

	Yes	No
11. Do staff receive training on how to support breastfeeding families and employees?		
12. Does the staff training cover all of the topics listed, so staff become familiar with the following? a) Benefits of breastfeeding for mother and baby b) Promoting breastfeeding and supporting breastfeeding mothers c) Community organizations and resources that support breastfeeding d) Proper storage and handling of breast milk e) Bottle feeding a breastfed baby f) Infant hunger and fullness cues g) Educational materials on breastfeeding		
13. Are new staff trained on breastfeeding as soon as they are hired?		

Support Practices

	Yes	No
14. Are mothers encouraged to visit and breastfeed during the day?		
15. Are mothers/ families given information about how the facility supports breastfeeding during the parent orientation?		
16. Are mothers/ families offered written materials on breastfeeding topics?		
17. Are the written materials on breastfeeding topics all of the following? a) easy to understand b) free of commercial bias (not produced by formula companies) c) culturally appropriate d) translated into the preferred language of families served		
18. Are mothers/families referred to community breastfeeding resources (for example WIC Breastfeeding Coordinators, La Leche League), as appropriate?		
19. If the site is an Early Head Start, does the site comply with Head Start Performance Standards for breastfeeding support and education, and the storage and handling of breast milk?		
20. Are employees that are breastfeeding given reasonable break time and access to a private location (not a restroom) to breastfeed or express breast milk?		



Creating Breastfeeding Friendly Communities

Program Logic Model

Health Care Practices

Child Care Settings

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Short-Term Outcomes

- Improvements in site-specific policies, systems and environments that are supportive of breastfeeding mothers, infants and families

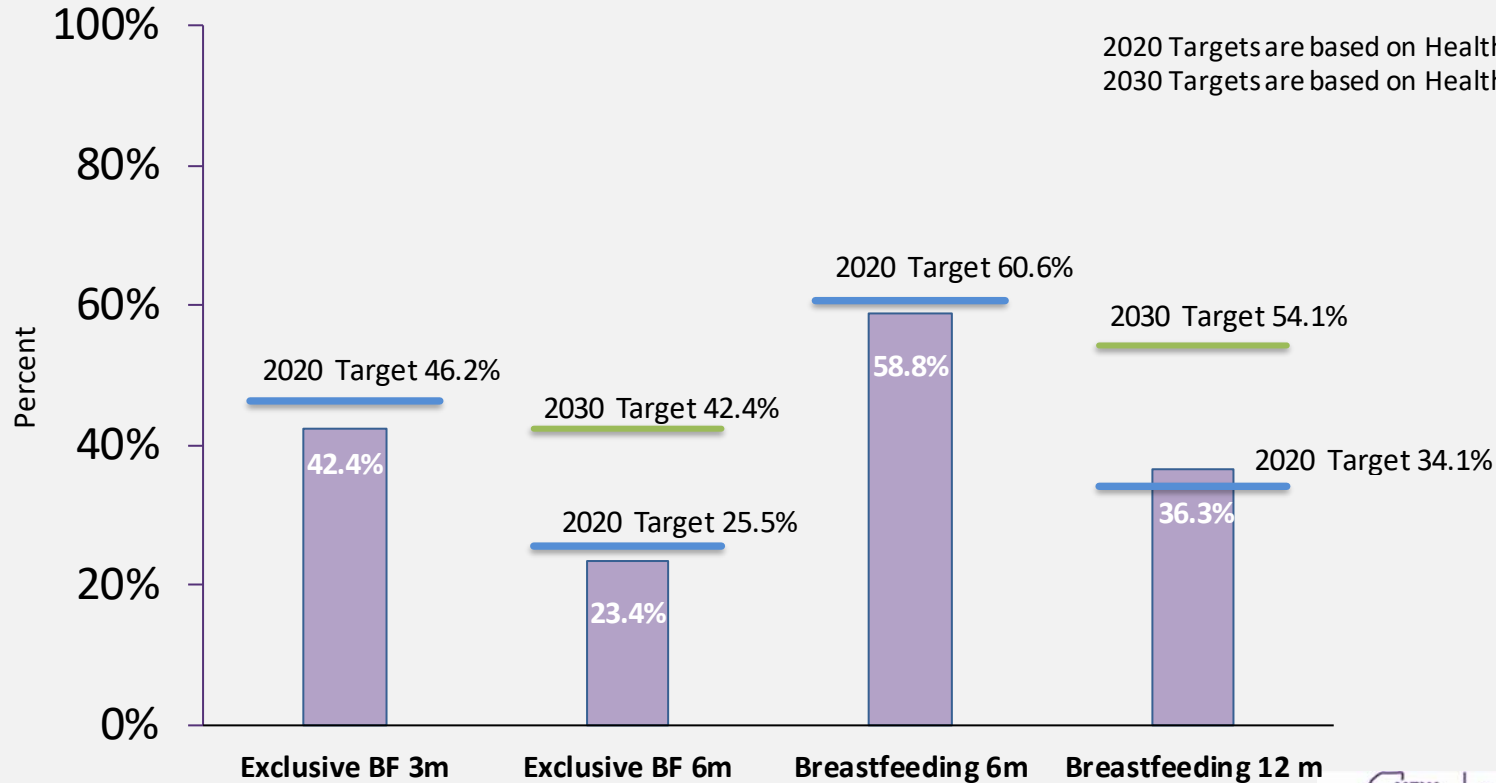
Intermediate & Long-Term Outcomes

- ↑ breastfeeding initiation, exclusivity and duration
- Improved maternal & child health for breastfeeding mothers and their infants/children
- ↓ obesity rates



Creating
Breastfeeding Friendly
Communities

Breastfeeding Exclusivity and Duration



2020 Targets are based on Healthy People 2020 Targets
2030 Targets are based on Healthy People 2030 Targets

Source: https://www.cdc.gov/breastfeeding/data/nis_data/data-files/2019/rates-any-exclusive-bf-by-state-2019.htm

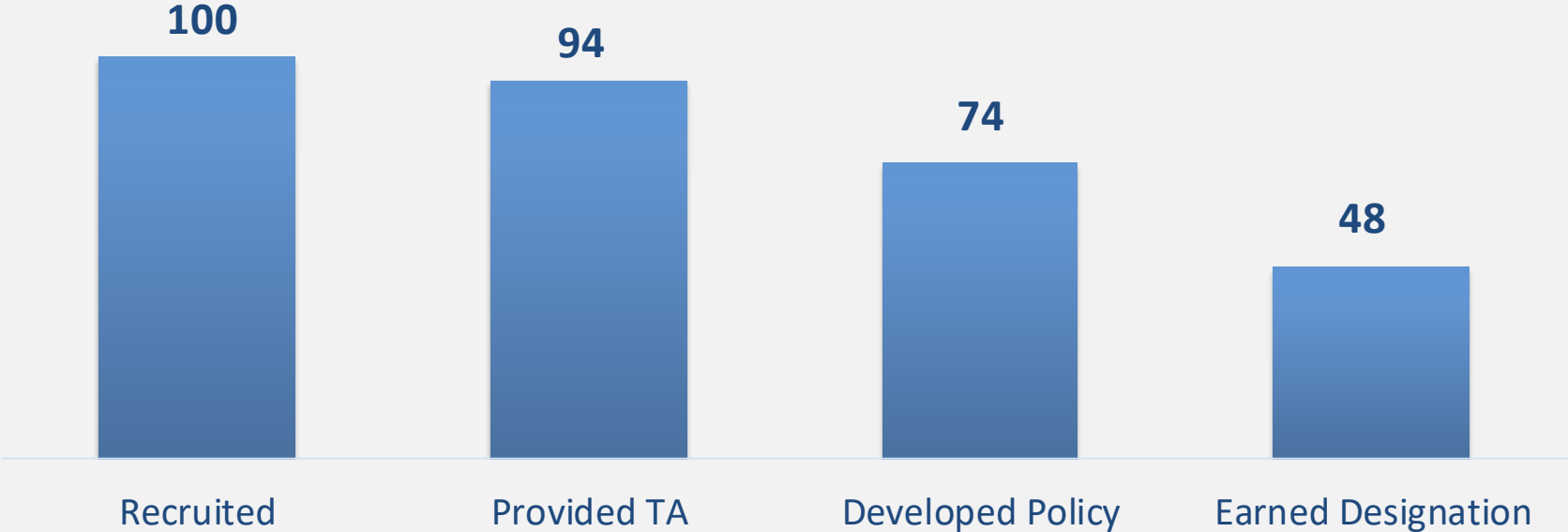


Creating
Breastfeeding Friendly
Communities

Practices



Total Number of Practices that Achieved Key Milestones



(Data Source Quarterly Reports, 2/1/2017-5/31/2023)



Approximate # of Patients Reached

48 Practices earned
designation

Benefitting
17,952 patients

(Data Source: Reach Spreadsheet, 2/1/2017-5/31/2023)



Creating
Breastfeeding Friendly
Communities

Practice Assessment Tool

New York State Breastfeeding Friendly Practice Designation Assessment Survey
NEW YORK STATE DEPARTMENT OF HEALTH
Division of Chronic Disease Prevention
January 21, 2016

Document type: Pre-assessment Post-assessment Date: _____

Practice Name: _____

Practice Mailing Address: _____

Practice Phone #: _____

Practice Type: OB/GYN Pediatric Family Federally Qualified Health Center (FQHC)
 Other: _____

Approximate percentage of patient population eligible for Medicaid:
 0-24% 25%-49% 50%-74% ≥ 75%

Does your practice collect breastfeeding data? Yes No

If Yes, does someone in your practice review the data and share with practice staff periodically to monitor changes over time?
 Yes No

Name and title of person completing assessment:
Name: _____
Title: _____

E-mail address: _____

DOH 512P (01/16) Page 1 of 4

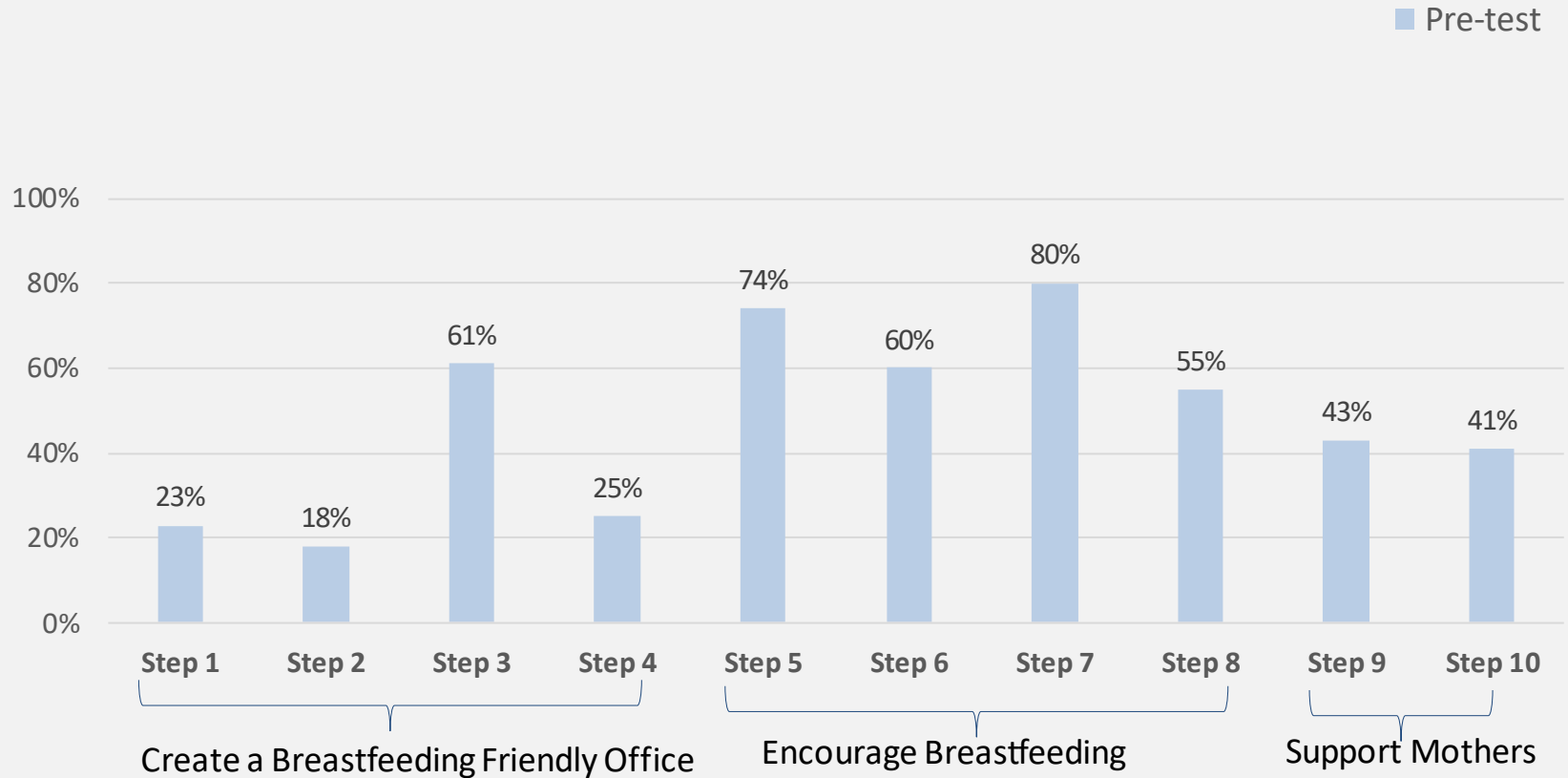
The practice assessment tool is also used to track progress needed to receive the NYS Breastfeeding Friendly Designation.

Practice Site Characteristics (n=56)

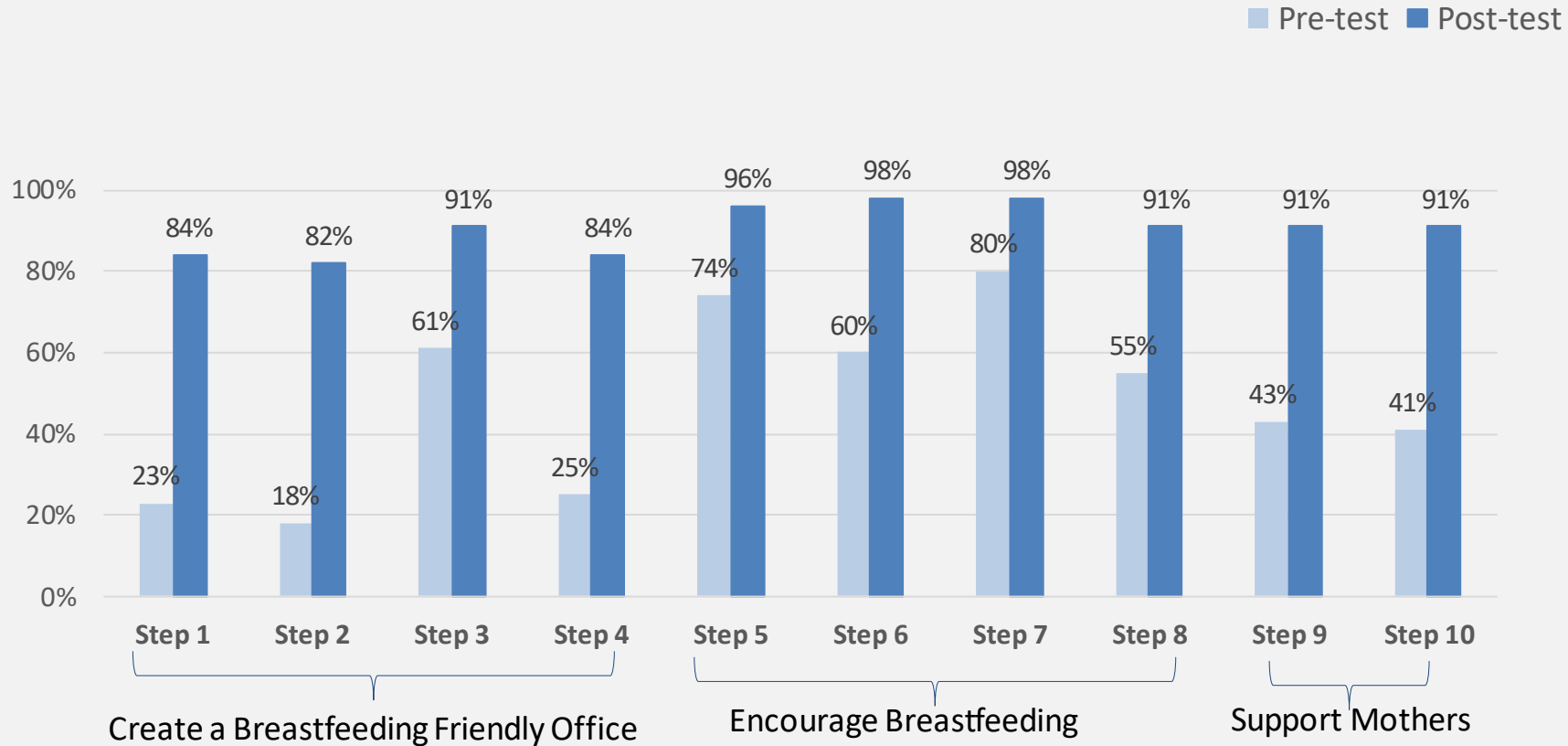
Practice Types	Number
Pediatricians	23
FQHCs	15
Family Practice	5
OBGYNs	5
Other sites	8

51 practices reported that 24% (or more) of their patients were eligible for Medicaid.

Practices meeting all Milestones in each Step (n=56)



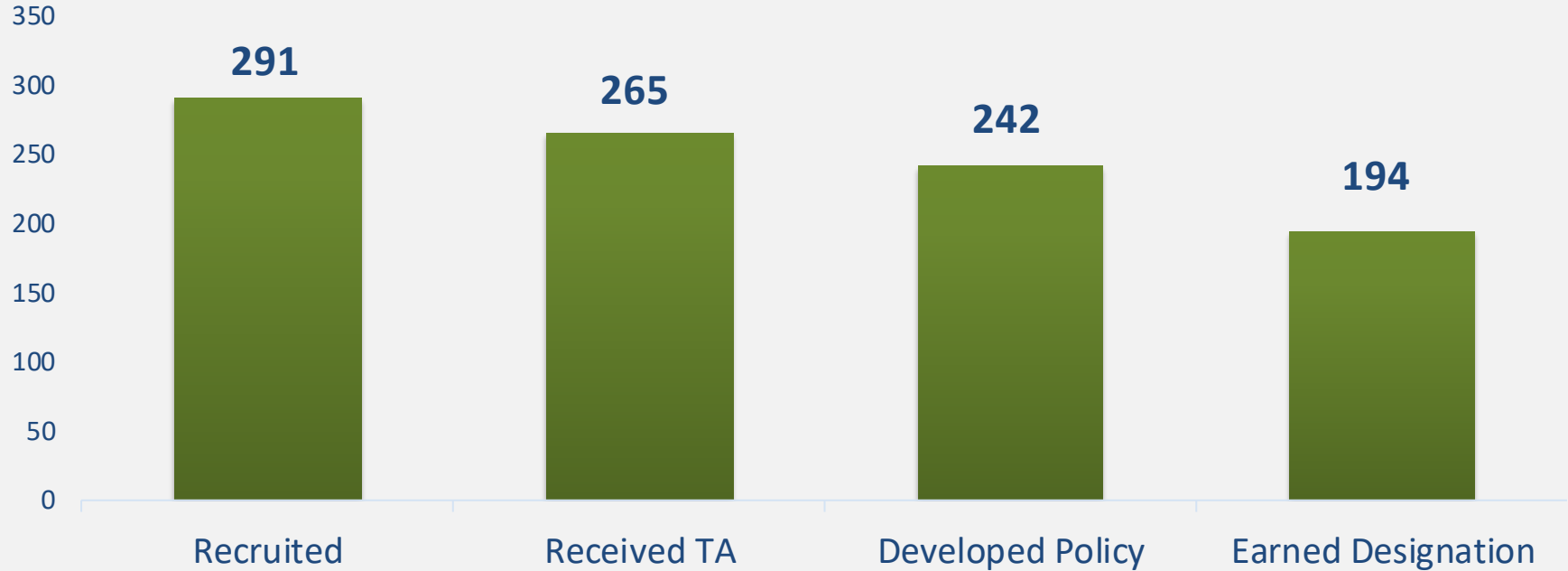
Practices meeting all Milestones in each Step (n=56)



Child Care



Total Number of Childcare Settings that Achieved Key Milestones



(Data Source Quarterly Reports, 2/1/2017-5/31/2023)

Approximate # of Children Reached

33 Childcare Centers
earned
designation

Benefitting
297 children

161 Childcare Homes
earned
designation

Benefitting
483 children

(Data Source: Reach Spreadsheet, 2/1/2017-5/31/2023)



Creating
Breastfeeding Friendly
Communities

Childcare Assessment Tools

Creating Breastfeeding Friendly Communities – Child Care Assessment Tool

Assessment Information		
1. Site name:	2. Site ID:	
3. Site type: <input type="checkbox"/> Center <input type="checkbox"/> Home	4. CACFP participant: <input type="checkbox"/> Yes <input type="checkbox"/> No	
5. Timeframe: <input type="checkbox"/> PRE <input type="checkbox"/> POST	6. Date of assessment:	

Environment	Yes	No
7. Does your site make a comfortable space available for mothers to breastfeed or express breast milk before or after work?		
8. Are all of the following amenities available in the comfortable space? a) Privacy (other than a restroom) b) An electrical outlet c) Sink with running water (in the room or nearby)		
9. Is refrigerator and freezer space available to store expressed breast milk?		
10. Does your site display a sign/poster at the entrance or waiting room to let families know that breastfeeding is welcome and supported?		

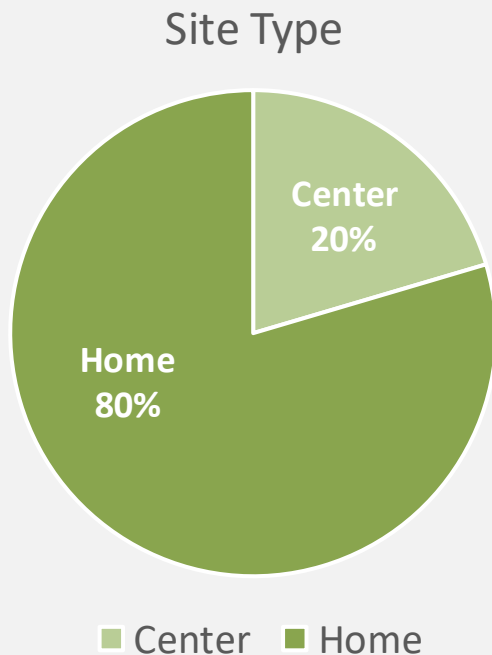
Staff Training	Yes	No
11. Do staff receive training on how to support breastfeeding families and employees?		
12. Does the staff training cover all of the topics listed, so staff become familiar with the following? a) Benefits of breastfeeding for mother and baby b) Promoting breastfeeding and supporting breastfeeding mothers c) Community organizations and resources that support breastfeeding d) Proper storage and handling of breast milk e) Bottle feeding a breastfed baby f) Infant hunger and fullness cues g) Educational materials on breastfeeding		
13. Are new staff trained on breastfeeding as soon as they are hired?		

Support Practices	Yes	No
14. Are mothers encouraged to visit and breastfeed during the day?		
15. Are mothers/ families given information about how the facility supports breastfeeding during the parent orientation?		
16. Are mothers/ families offered written materials on breastfeeding topics?		
17. Are the written materials on breastfeeding topics all of the following? a) easy to understand b) free of commercial bias (not produced by formula companies) c) culturally appropriate d) translated into the preferred language of families served		
18. Are mothers/families referred to community breastfeeding resources (for example WIC Breastfeeding Coordinators, La Leche League) as appropriate?		
19. If the site is an Early Head Start, does the site comply with Head Start Performance Standards for breastfeeding support and education, and the storage and handling of breast milk?		
20. Are employees that are breastfeeding given reasonable break time and access to a private location (not a restroom) to breastfeed or express breast milk?		



Creating Breastfeeding Friendly Communities

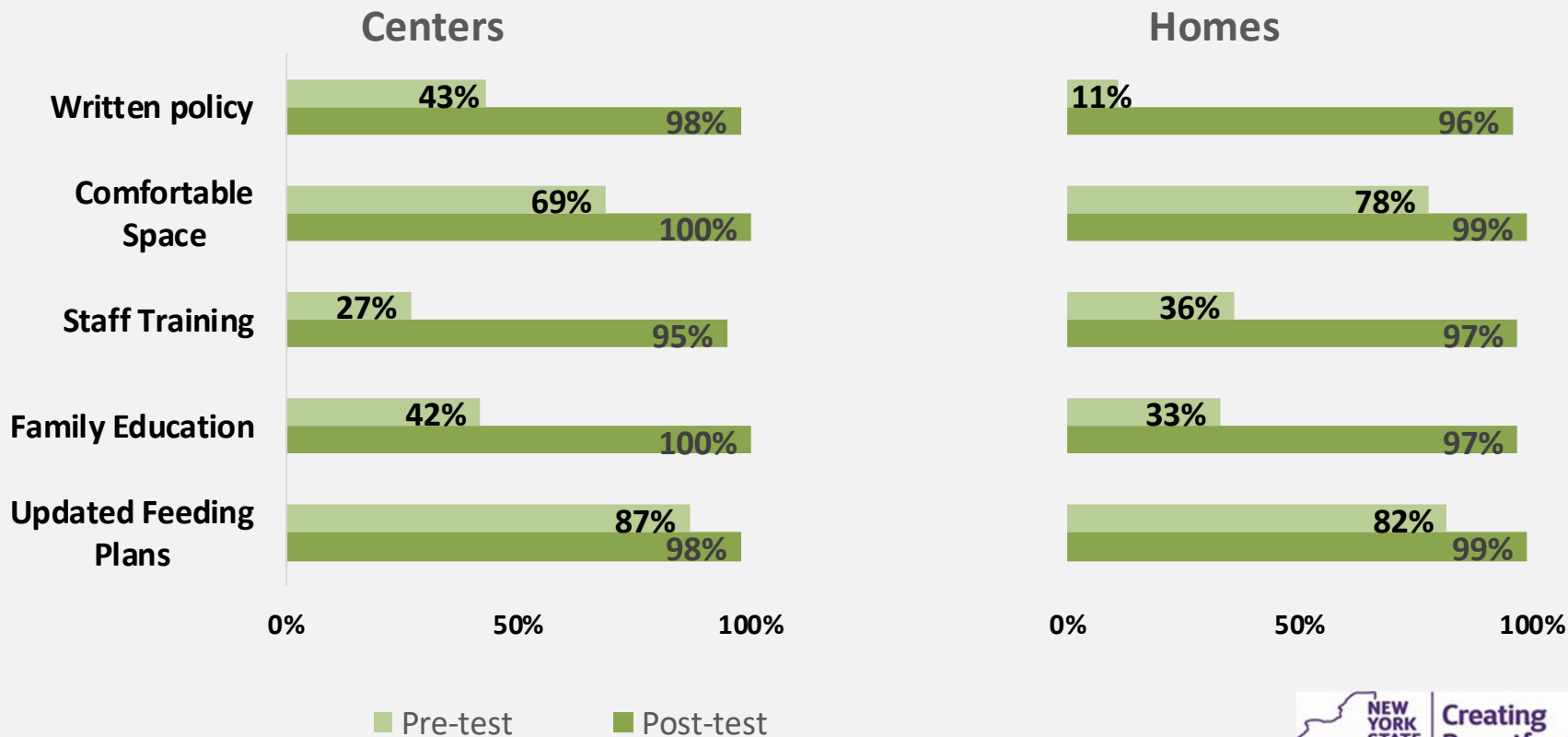
Childcare Sites Characteristics (n=225)



180 Homes
45 Centers

204 (91%) Childcare sites
are enrolled in **CACFP**

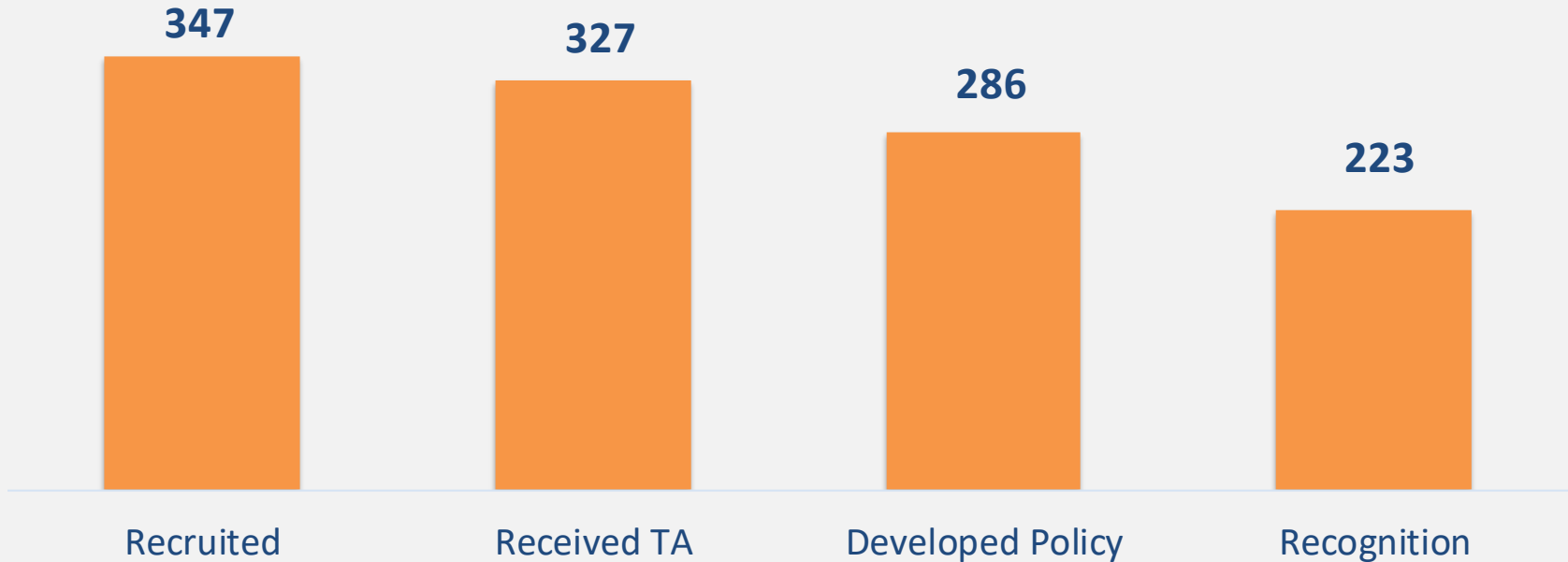
Percentage of childcare sites implementing key strategies



Worksites



Total Number of Worksites that Achieved Key Milestones



(Data Source Quarterly Reports, 2/1/2017-5/31/2023)

Approximate # of Employees Reached

223 Worksites
earned
Recognition

Benefitting
55,750 employees

Worksite Assessment Tools

Creating Breastfeeding Friendly Communities - Worksite Assessment Tool

Assessment Information		
1. Site name:	2. Site ID:	
3. Employees: <input type="checkbox"/> < 50 <input type="checkbox"/> 50-99 <input type="checkbox"/> 100-249 <input type="checkbox"/> 250-749 <input type="checkbox"/> ≥ 750		
4. Percentage Hourly:		
5. Timeframe: <input type="checkbox"/> PRE <input type="checkbox"/> POST	6. Date of assessment:	
During the past 12 months, did your worksite*:		
7. Have a written policy on breastfeeding for employees? <i>Answer 'yes' if the policy is included as a component of other employee policies or is a separate policy related to breastfeeding.</i>	Yes	No
8. Provide a private space (other than a restroom) that may be used by an employee to express breast milk?		
9. Provide access to a breast pump at the worksite?		
10. Provide flexible paid or unpaid break times to allow mothers to pump breast milk?		
11. Provide free or subsidized breastfeeding support groups or educational classes? <i>Answer 'yes' if these sessions address breastfeeding as a single health topic or if breastfeeding is included with other health topics. These sessions can be provided in-person or online, onsite or offsite, in group or individual settings; through vendors, on-site staff, health insurance plans/programs, community groups, or other practitioners.</i>		
12. Offer paid maternity leave, separate from any accrued sick leave, annual leave, or vacation time?		
Policy		
13. Does your worksite's written policy address all of the following components?	Yes	No
a) Reasonable break time for employees to express breastmilk or breastfeed as needed		
b) Provision of a place to breastfeed or express breast milk (that is not a restroom)		
c) Education of staff regarding the policy and of supervisors regarding the basics of workplace support for breastfeeding employees		
d) Support for breastfeeding employees for up to three years following the birth of a child		
e) Employees cannot be discriminated against for choosing to express breast milk while at work		
14. When employees request maternity leave, are they given information about the worksite's breastfeeding policy and accommodations for breastfeeding?		
Practices		
15. Are all of the of the following amenities available in the private space set aside for expressing breast milk?	Yes	No
a) An electrical outlet		
b) Comfortable seating		
c) Sink with running water (in the room or nearby)		
d) In an accessible location, in close proximity to the employees' workstations		
16. Do employees that are breastfeeding have access to a refrigerator to store expressed breast milk?		
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20. Do employees that are breastfeeding have opportunities to receive breastfeeding support and encouragement at the worksite?		

* Questions 7-12 were selected from the Centers for Disease Control and Prevention's Worksite Health ScoreCard, Lactation Support module

NYS DOH Worksite Assessment (3.1.2017)



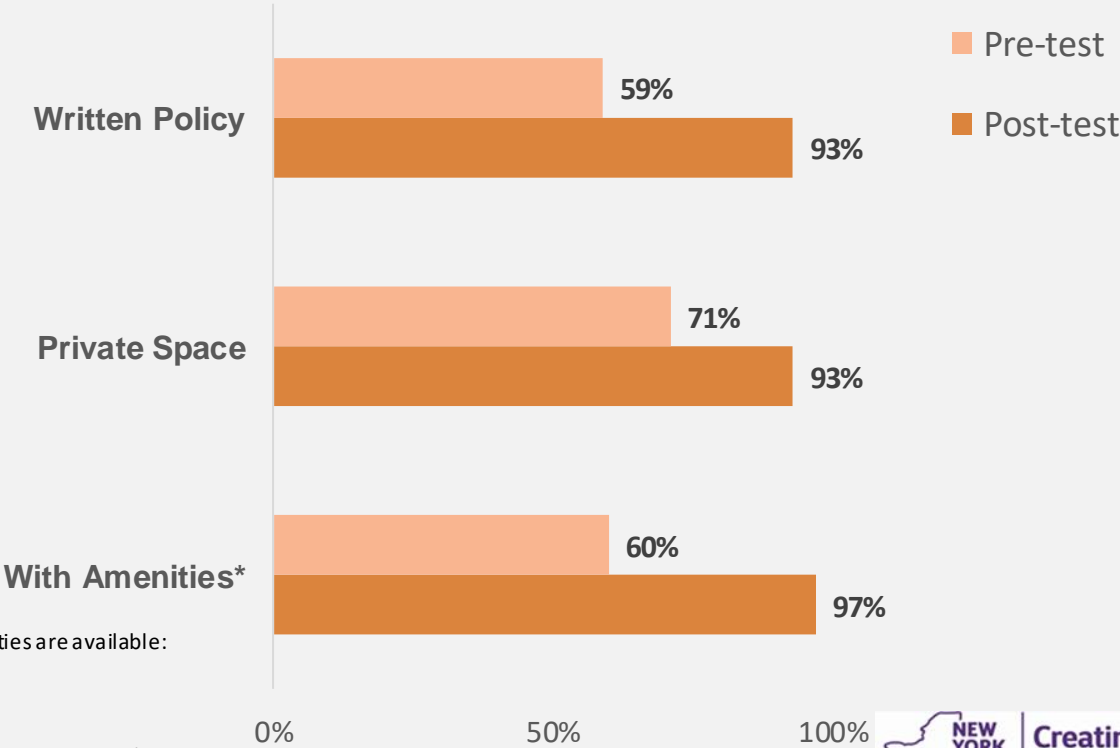
**Creating
Breastfeeding Friendly
Communities**

Worksite Characteristics (n=255)

# of employees	# of worksites
<50	103
50-99	44
100-249	45
250-749	43
750+	20

151 sites had greater than 50% of hourly workers.

Percentage of worksites implementing key strategies

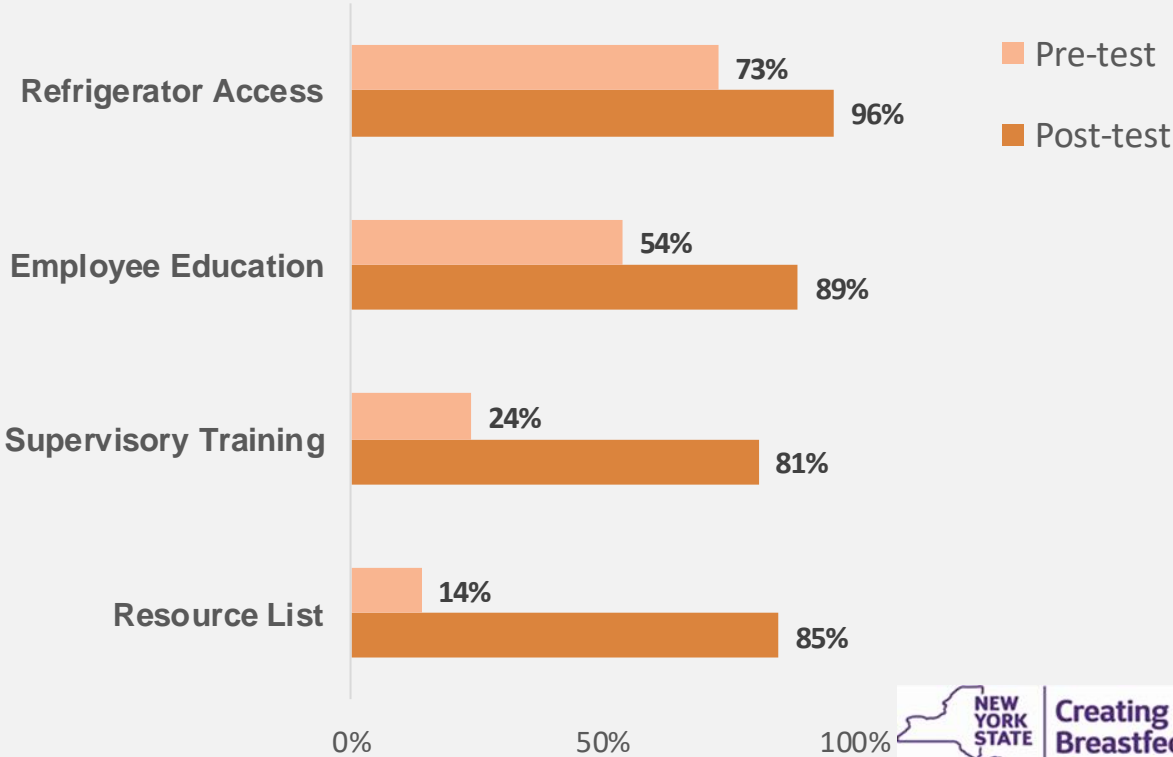


*For sites with private space, the following amenities are available:

- a) An electrical outlet
- b) Comfortable seating
- c) Sink with running water (in the room or nearby)
- d) In an accessible location, in close proximity to the employees' workstations

(Data Source: Worksite Assessment Results, 2017-2023)

Percentage of worksites implementing key strategies

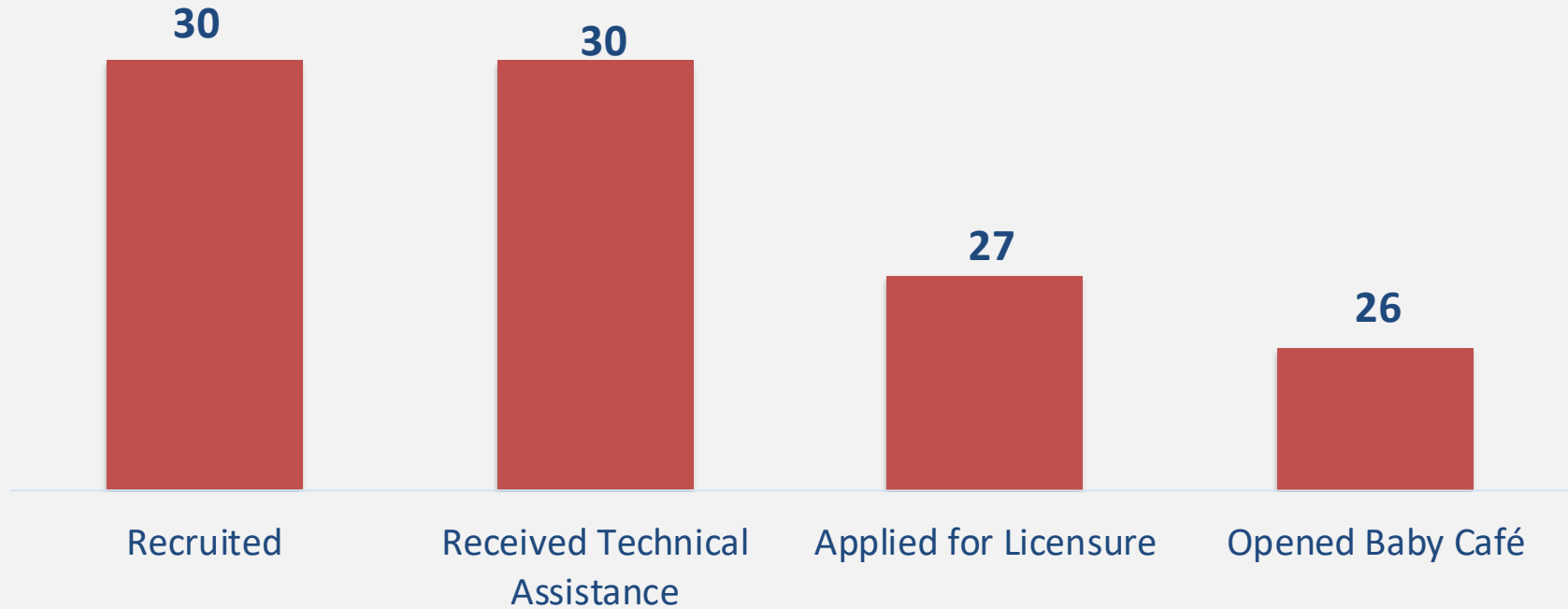


Creating
Breastfeeding Friendly
Communities

Baby- Cafés



Total Number of Baby-Café that Achieved Key Milestones



(Data Source Quarterly Reports, 2/1/2017-5/31/2023)

Approximate # of People Reached

**26 Baby-Cafés
Opened**

Benefitting
3,757 people

(Data Source: Reach Spreadsheet, 2/1/2017-5/31/2022)

Sustainability Activities

Activities
Wrote Letter to Editor
Communicated with Decision maker
Conducted Legislative Office visit
Compiled Success Story
Built relationship with reporter
Other activities

Coalitions



Source: Narrative Report, Catalyst, YR6

Coalition Activities

Key Findings

- Expanded coalition activities through outreach, including social media
- Held regular meetings – many going back to scheduling in-person
- Incentivized Coalition Participation through Continuing Education Credits & Engaging Speakers
- Organized events during the World Breastfeeding Week (Aug)
- Created and disseminated breastfeeding resources

48 Practices earned designation
Benefitting **17,952** patients

194 Childcare settings earned designation
Benefitting **780** children

223 Worksites earned recognition
Benefitting **55,750** employees

26 Baby-Cafes opened
Benefitting **3,757** people

TOTAL:
491 sites
People Reached
78,239



ANY QUESTIONS

